

Service Offering

- A structured offering providing objective guidance in selecting the most effective mix of marketing programs.
- Fixed fee program.
- Reviews all major marketing functions including new internet marketing options.
- Customized for each client.
- Delivers a documented plan with time lines and budgetary estimates.

Are you responsible for the marketing strategy and marketing plans for your company?

Then you know how hard it is to weigh the many potential marketing programs and make the best choices, for today, next month and next year.

An integrated marketing program is the most effective, and cost-effective approach to marketing. But how do you determine the best blend from the many alternatives?

Ask a PR agency what you should do for marketing, and the answer is "more PR." Ask a graphics firm and they'll say "more advertising and brochures," and ... well, you know how it goes.

"The Marketing Roadmap delivers an expert, impartial review of your marketing program options, complete with advantages, disadvantages, and projected costs."

— Judy Key Johnson

Marketing Functions Evaluated

Our marketing roadmap program reviews all major marketing program, to help you determine the mix timing, and budget that is best for you.

- Search engine optimization and pay-per-click
- PR (print and Internet)
- Advertising (print and Internet)
- Industry analysts
- Marketing partners
- Mass promotion, including direct mail and Web-based marketing
- Product literature and other marketing collateral
- References and success stories
- Trade shows and events



Marketing Roadmap process

1. Introductory conference call.
2. Pre-meeting preparation by a KMG analyst, including review of material supplied in advance by client and competitive marketing analysis.
3. Structured on-site workshop of one or two days, depending on scope.
4. Draft of report and budget recommendations by analyst; review with client.
5. Final written report and management presentation.

Another Satisfied Customer

"We finished our marketing roadmap session with Key Marketing Group, and shortly thereafter I canceled a \$5,000-a-month contract that was out of synch with our marketing goals."

"The savings more than paid for the new programs identified in the marketing plan. I was new in the job, so the timing was perfect to start with a fresh look from an independent expert."

— Rick Wood, VP of Sales, ABS
(Facilities management company)